

Fruits and Vegetables for Better Health



National 5 A Day Program

Goal:

- To increase consumption of fruits and vegetables to an average of 5 or more servings daily

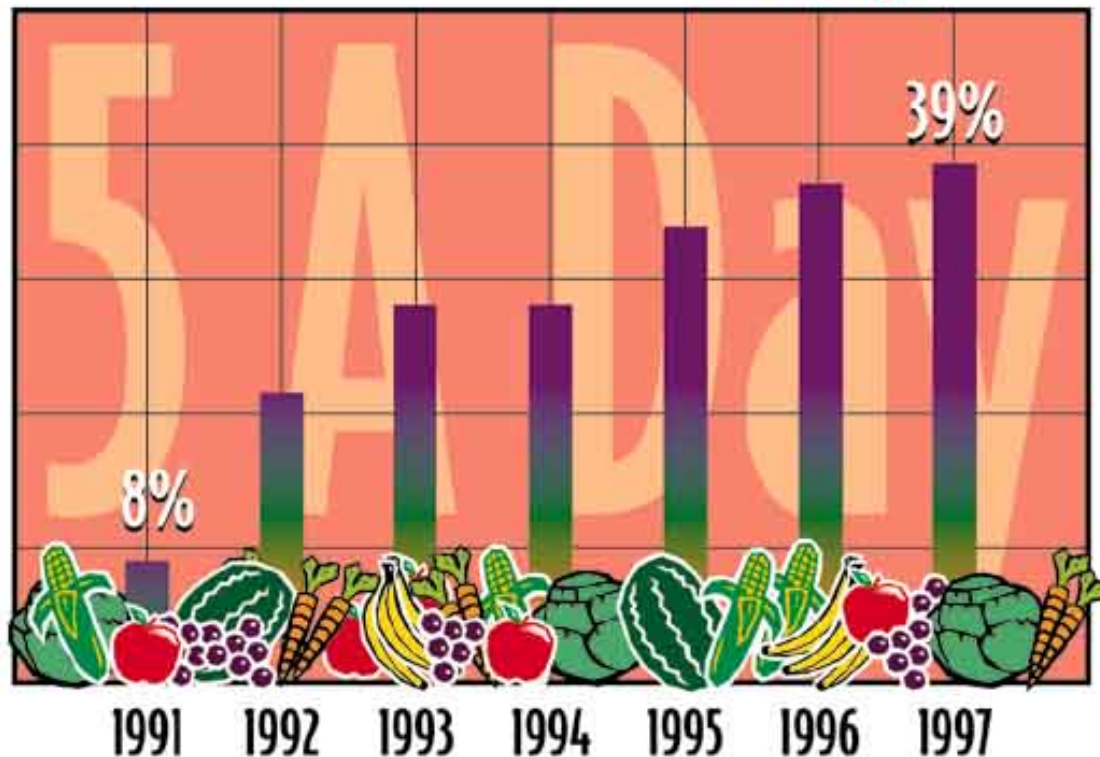
Objectives:

- To increase public awareness of the importance of eating 5 or more servings of fruits and vegetables every day for better health; and
- To provide consumers specific information about how to include more servings of fruits and vegetables into daily eating patterns



Awareness

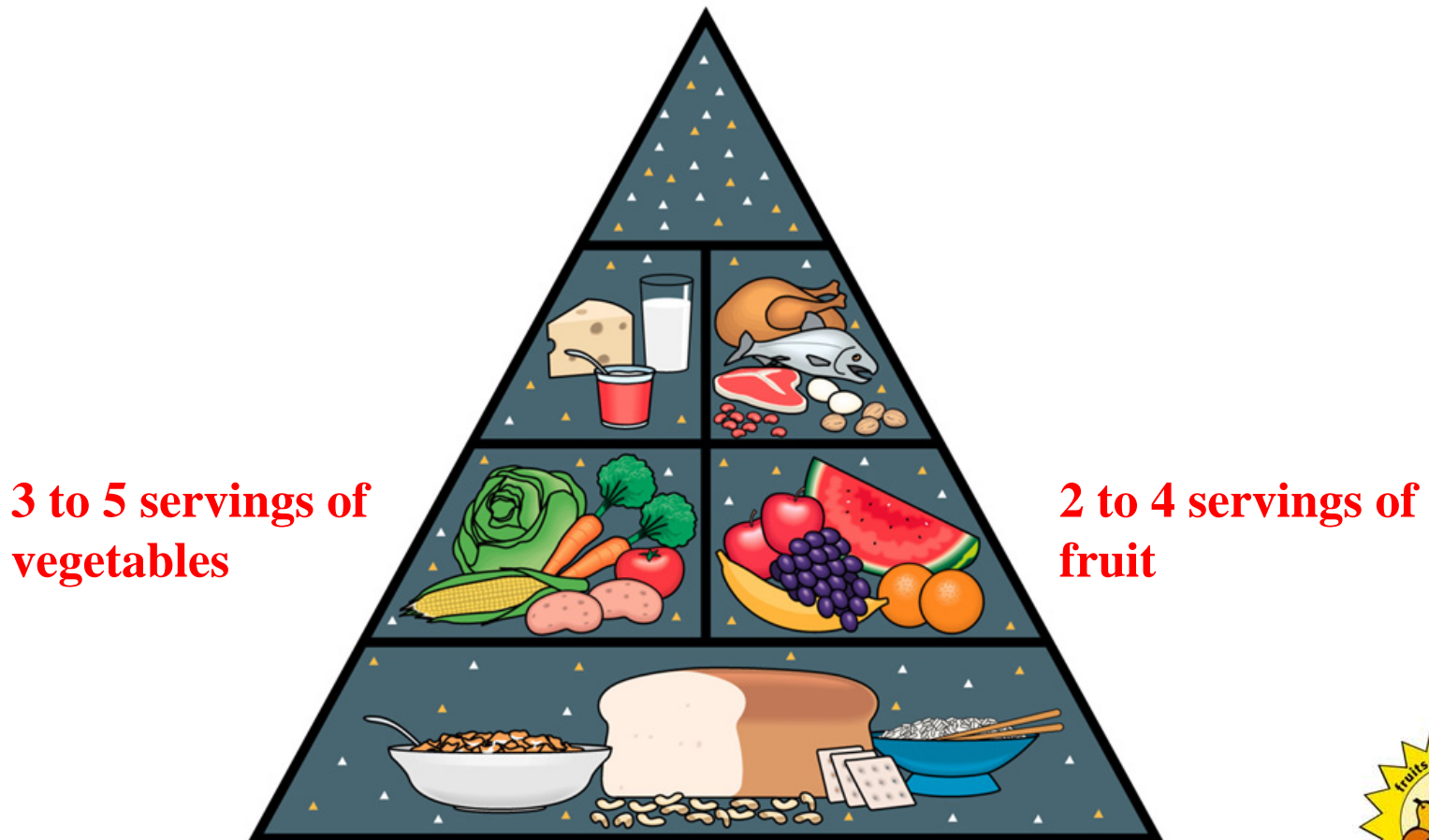
Americans are becoming more aware
of the need to eat **5 A Day**



Source: National Cancer Institute



Food Guide Pyramid



Health Benefits



Fruits and Vegetables Play Preventative Role In ...

Cancer

Heart Disease

Stroke

Hypertension

Birth Defects

Cataracts

Diverticulosis

Diabetes Mellitus

COPD

Osteoporosis

Obesity



Protective Role of Fruits and Vegetables

- **Cancer:** A diet rich in fruits and vegetables combined with exercise can reduce cancer incidence by 30-40 percent
- **Heart Disease:** fruit and vegetable intake has been associated with decreased risk of heart attacks and strokes
- **High Blood Pressure:** 8-10 servings of fruits and vegetables per day may reduce blood pressure both in people with and without high blood pressure
- **Birth Defects:** Eating fruits and vegetables rich in folic acid, such as citrus fruits and leafy greens, along with fortified grains can play a vital role in meeting folic acid requirements and thus reducing the risk of neural tube birth defects in women during pregnancy



Fruits and Vegetables are:

- A good source of essential vitamins, minerals, fiber, and disease-fighting phytonutrients
- Naturally rich in nutrients
- Low in calories and little or no fat
- Have no cholesterol
- Fast and easy to eat



Fruits and Vegetables High in Vitamin A

- Apricots
- Cantaloupe
- Carrots
- Kale, Collards
- Leaf Lettuce
- Mango
- Mustard Greens
- Pumpkin
- Romaine Lettuce
- Spinach
- Sweet Potato
- Winter Squash



Fruits and Vegetables High in Vitamin C

- Apricots
- Broccoli
- Brussels Sprouts
- Cabbage
- Cantaloupe
- Cauliflower
- Chili peppers
- Collards
- Grapefruit
- Honeydew Melon
- Kiwifruit
- Mango
- Mustard Greens
- Orange
- Orange juice
- Pineapple
- Plums
- Potato with skin
- Spinach
- Strawberries
- Bell peppers
- Tangerine
- Tomatoes
- Watermelon



Fruits and Vegetables High in Fiber

- Apple
- Banana
- Blackberries
- Blueberries
- Brussels Sprouts
- Carrots
- Cherries
- Cooked Beans and Peas
- Dates
- Figs
- Grapefruit
- Kiwifruit
- Orange
- Pear
- Prunes
- Raspberries
- Spinach
- Strawberries
- Sweet Potatoes



Phytochemicals

- **Substances that plants naturally produce to protect themselves against viruses, bacteria and fungi.**
- **Beta Carotene**
 - Carrots
 - Pumpkins
 - Peaches
 - Sweet Potatoes
- **Lycopene**
 - Tomato based products
 - Tomatoes
 - Tomato sauce
 - Tomato juice



2000 Dietary Guidelines for Americans

Aim for Fitness:

- 1) Aim for a healthy weight.
- 2) Be physically active each day.

Build a Healthy Base:

- 3) Let the Pyramid guide your food choices.
- 4) Choose a variety of grains daily, especially whole grains.
- 5) **Choose a variety of fruits and vegetables daily.**
- 6) Keep food safe to eat.



2000 Dietary Guidelines for Americans

Choose Sensibly:

- 7) Choose a diet that is low in saturated fat and cholesterol and moderate in total fat.
- 8) Choose beverages and foods to moderate your intake of sugars.
- 9) Choose and prepare foods with less salt.
- 10) If you drink alcoholic beverages, do so in moderation.



Recommended Number of Servings

U.S.D.A., Center for Nutrition Policy & Promotion

	Children 1600 Kcal	Women 2200 Kcal	Teens/Men 2800 Kcal
Vegetable Group	3	4	5
Fruit Group	<u>2</u>	<u>3</u>	<u>4</u>
TOTAL	5	7	9



Healthy People 2010

Fruit & Vegetable Objectives

- Increase from 28% to 74% the proportion of persons aged 2 years and older who consume at least two daily servings of fruit
- Increase from 3% to 50% the proportion of persons aged 2 years and older who consume at least three daily servings of vegetables, with at least one third being dark green or deep yellow vegetables.



Reasons for not eating fruits and vegetables

1. They don't know how
2. There is too much work, time, mess or thinking/learning involved
3. A combination of the first two
4. Price and affordability, especially for fruits
5. Real and perceived quality shortfalls
6. Taste and spoilage risks associated with buying produce
7. Concerns and fears about pesticide residues



Reasons for not eating fruits and vegetables, (cont.)

8. Reluctance to return unsatisfactory produce associated with a sense of buyer responsibility
9. Emerging competition from the do-it-yourself health-care market and from manufactured functional foods that deliver the health benefits of fresh produce without the mess
10. More aggressive marketing, advertising and pricing by manufacturers than by growers

The Shopper Report, Mona Doyle, 1997



Tips for Eating 5 A Day

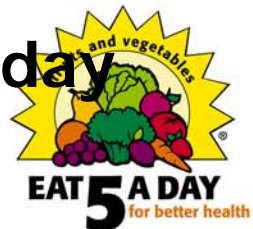
What is a Serving?

- ✓ 1 medium-size fruit
- ✓ $\frac{3}{4}$ cup (6 oz.) of 100 percent fruit or vegetable juice
- ✓ $\frac{1}{2}$ cup fresh, frozen, or canned fruit (in 100 percent juice) or vegetables
- ✓ 1 cup of raw leafy vegetables
- ✓ $\frac{1}{2}$ cup cooked dry peas or beans
- ✓ $\frac{1}{4}$ cup dried fruit



5 Points to Ponder

- Eat 5 or more servings of fruits and vegetables a day
- Eat at least one high-fiber selection a day
- Eat cabbage family vegetables several times a week
- Enjoy the most colorful fruits and vegetables often
- Eat at least one dark green vegetable each day



How to Get 5 A Day

- **Ask for fruits and vegetables everywhere you go**
 - Home
 - Work
 - School
 - Eating out
 - Vending machines
- **Select brightly colored fruits/vegetables**



At Home

- Stock up on fresh, canned, frozen, and dried fruits and vegetables
- Keep fruits and vegetables visible
- If time is short, buy pre-cut veggies and salads
- One day a month or week, try one new fruit or vegetable
- Add extra fruits and vegetables to your pizza: peppers, mushrooms, pineapple, spinach, broccoli, etc.
- Try a smoothie with bananas, milk, and juice



At School/Work

- **Work with foodservice managers to offer more fruits and vegetables in the cafeteria**
- **Form a committee to get more fruits, vegetables, and 100% fruit/vegetable juices in vending machines**
- **Bring or request healthy snacks for parties, such as cut up fruit and veggies with low-fat dip**
- **Hold a favorite fruit and vegetable recipe contest**
- **Put up signs and posters to remind people to eat fruits and vegetables**
- **Plan a fruit fundraiser**



At the Supermarket

- Look for fruits and vegetables in season; stock up and freeze extra
- Be adventurous - try something new each week
- Ask produce manager for something you can't find
- Look for recipe/tip cards for information on how to prepare a fruit or vegetable
- Pick brightly colored fruits and vegetables



Eating Out

- **Select 100% fruit or vegetable juice with meals**
- **In buffet line, stock up on salads and vegetables first**
- **Ask for sliced fruit, fruit cup or fresh berries for dessert**
- **Ask for a side of steamed vegetables**
- **Best choices:**
 - **Spinach and lettuce salads**
 - **Stir-fry dishes**
 - **Wraps & burritos with lots of veggies**
 - **Vegetable pizzas**
 - **Baked potato or sweet potato**



Snack Your Way to 5 A Day

- Create a veggie tray with your favorites – broccoli florets, baby carrots, celery sticks, cauliflower, yellow squash, cherry tomatoes, or brightly colored bell pepper strips or rings.
- Invent your own tasty fruit salad by combining pineapple chunks, red and green grapes, peach slices, cherries and your favorite low-fat yogurt.
- Have a vegetarian pizza with your favorite fruit or veggie toppings such as mushrooms, bell peppers, spinach, pineapple, broccoli florets, or red onions.



www.5aday.com website

- **Recipes**
- **Nutrition Information**
- **Children's Materials**
- **Event News**
- **Online Newsletter**
- **Press Releases**
- **Links to Other Health/Nutrition Websites**
- **Downloadable Photos and Graphics**



Aboutproduce.com website



A consumer website that offers:

- **Recipes**
- **Definition of terms**
- **Handling & storage information**
- **Seasonality information**
- **Tips and trivia**



5 A Day Catalog

- Brochures
- Posters
- Cookbooks
- 5 A Day Merchandise
- Signage
- Clothing
- Educational Materials



How to Reach Us:

www.5aday.com

Produce for Better Health Foundation

**5301 Limestone Road, Suite 101
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**Eat 5 servings of
fruits and vegetables
every day
for better health!**

